

Message Text

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TAGS: BERP, AU
SUBJECT: GEOPHYSICAL EXPLORATION EQUIPMENT JEEP, MARCH 11-13,
1975 - FINAL REPORT

BEWT FOR THOMPSON

REF: OIM MARKETING MANUAL, EXHIBITS ATTACHMENT A, REVISION-
SEPTEMBER 7, 1973

1. GEOPHYSICAL EXPLORATION EQUIPMENT JEEP.
2. U.S. EAST WEST TRADE CENTER, VIENNA, AUSTRIA, MARCH 11-13, 1975.
3. NO REPS APPOINTED. NONE OF EXHIBITORS WERE ACTIVELY SEEKING TO HIRE A REPRESENTATIVE. ALL HAD BEEN RECRUITED ON BASIS OF ERRONEOUS ASSUMPTION THAT LARGE AUDIENCE FROM USSR AND EE COULD BE EXPECTED.
4. NO SALES WERE ACTUALLY MADE DURING THE EXHIBIT. HOWEVER, ONE COMPANY REPORTS THAT SALES EQUAL TO \$ 10,000 WILL BE MADE IN THE NEXT TWELVE MONTHS AS A DIRECT RESULT OF THIS EVENT. ALL EXHIBITORS HAVE SUBMITTED FINAL REPORTS COPIES OF WHICH WILL BE SENT UNDER SEPARATE COVER.
5. ZERO TO 14 PERSONS REGISTERED DURING THE EXHIBITION AND SEMINAR, SIXTY ATTENDED THE OFFICIAL RECEPTION HOSTED BY CHARGE D'AFFAIRS MOWINCKEL ON MARCH 11; PREREGISTRATION FOR SEMINAR SESSIONS AS FOLLOWS:

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BISON INSTRUMENTS, INC. - SIX

SEISMIC ENGINEERING CO. - THREE
BOSTON INSULATED WIRE & CABLE CO. - THREE
BOLT ASSOCIATES, INC. - ONE
DAEDALUS ENTERPRISES, INC. - TWO
EDO INTERNATIONAL - THREE
SEIS DATA, INC. - FOUR

DURING THE RECEPTION REPRESENTATIVES FROM BULGARIA, ROMANIA
AND YUGOSLAVIA WERE PRESENT, COLLECTED LITERATURE, AND
DISPLAYED INTEREST IN THE PRODUCTS.

6. LEADS PRODUCED DURING THE EXHIBIT - 5 - 11

7. SOME QUOTES FROM EXHIBITORS REPORTS:

BISON INSTRUMENTS, INC. - "VERY LITTLE INTEREST"
I.P.S., INC. - "WE HAD ONLY ONE PERSON WHO INQUIRED OF THE PRO-
DUCT - NEED TO HAVE MORE PEOPLE THROUGH THE AREA"
SEISMIC ENGINEERING CO. - "NO INTEREST SHOWN. DO NOT BELIEVE E/W
TRADE SHOW WILL ATTRACT CUSTOMERS WE DEAL WITH - NOT IF OUTSIDE
COUNTRY. BELIEVE EASTERN COUNTRY TRADE MUST BE THROUGH DIRECT
CONTACT ONLY"
BOSTON INSULATED WIRE & CABLE CO. - "THE SHOW ITSELF WAS NOT WORTH-
WHILE, HOWEVER, IT DID GET US TO AUSTRIA WHERE WE WERE ABLE TO
SPEAK TO COMPANIES THAT WE WERE INTERESTED IN DOING BUSINESS WITH"
DAEDALUS ENTERPRISES, INC. - "THERE WERE SO FEW VISITORS TO THIS
SYMPOSIUM THAT NO FAIR EVALUATION CAN BE MADE. WE HAD HOPED TO
MAKE CONTACT WITH REPRESENTATIVES FROM EASTERN BLOCK COUNTRIES,
BUT ALMOST NONE ATTENDED EXCEPT A FEW EMBASSY PERSONNEL AT THE
RECEPTION"
SEIS DATA, INC. - "NO PARTICIPANTS FROM BUYING COUNTRIES - BOOTH
WAS WELL PREPARED - PERSONNEL HELPFUL"
EDO INTERNATIONAL - "VERY DISAPPOINTING. QUANTITY AND QUALITY AT-
TENDANCE ANTICIPATED NEVER MATERIALIZED. THE OBJECT LESSON TO BE
DERIVED FROM THIS EXHIBITION AND SEMINAR IS THAT IT IS NOT
PRACTICAL TO ORGANIZE AND OPERATE THIS TYPE SHOW IN A WESTERN
EUROPEAN LOCATION ADDRESSED TO EASTERN EUROPEAN MARKETS".
BOLT ASSOCIATES, INC. - "ATTENDANCE POOR. TRADE CENTER STAFF
COOPERATION EXCELLENT. PRODUCT MIX TOO DIVERSE FOR THIS FIELD.
CHANCES TO ATTRACT MORE VISITORS WOULD BE BETTER IF THE PRODUCTS
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COVERED A MORE SPECIALIZED AREA MORE INTENSIVELY RATHER THAN THE
WHOLE FIELD SPARSELY. CONTACTS WE MADE WERE FEW BUT GOOD"

8. TOTAL NUMBER OF EXHIBITORS. 12 PERSONS REPRESENTING 8 COM-
PANIES.

A. NEW TO EXPORT: 0
B. NEW TO MARKET: 8

C. OLD TO MARKET: 0

D. FULLY ACHIEVED MARKET OBJECTIVES: 1

E. PARTIALLY ACHIEVING MARKET OBJECTIVE: 1

F. FAILING TO ACHIEVE MARKET OBJECTIVE: 6

9. THIS WAS FIRST EXHIBIT IN EWTC WHICH HAD VERY LOW INTEREST FOR AUSTRIAN MARKET. IT WAS THEREFORE A CLEAR TEST OF EWTC AS EXHIBIT CENTER FOR USSR AND EE MARKETS. EXHIBIT WAS PROMOTED IN USSR AND EE COUNTRIES AND AS WITH PREVIOUS EWTC EXHIBITS IT DID NOT DRAW A SIGNIFICANT AUDIENCE FROM THAT AREA. THREE KEY HUNGARIAN OFFICIALS DID ATTEND AND SPOKE TO SOME OF THE EXHIBITORS AFTER VIEWING ALL EXHIBITS. INTEREST SHOWN IN EXHIBIT BY EE COUNTRY TRADE MISSION REPS IN VIENNA, MOST OF WHOM ATTENDED RECEPTION, WAS SUBSTANTIAL AND LED BOLT ASSOCIATES, INC., EXHIBITOR TO SAY "WE GOT THREE NEW COUNTRIES AS RESULT OF THIS RECEPTION" AND "THROW MORE RECEPTIONS LIKE THAT ONE AND FORGET THE EXHIBIT". EXHIBIT WAS NOT SUITED TO EWTC BECAUSE EXHIBITORS WERE NOT SEEKING REPRESENTATIVES AND ALTHOUGH NTM IN TECHNICAL SENSE OF TERM AT LEAST 5 OF EXHIBITORS WERE GENERALLY KNOWLEDGEABLE OF EAST-WEST TRADE PROBLEMS AND COULD NOT REALLY BENEFIT FROM SECOND PURPOSE OF EWTC EXHIBITS WHICH IS TO EDUCATE NTM COMPANIES ABOUT EAST-WEST TRADE. EXHIBITORS WERE OFFERED ACCESS TO INFORMATION IN EWTC FILES. ALL EXHIBITORS WERE PLEASED WITH EWTC EXHIBIT FACILITIES AND STAFF ASSISTANCE RENDERED TO THEM. BUCHANAN

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